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operable to broadcast generally said information segments, means for inserting a location designation code into at least one of said information segments, whereby the information segments may be associated with at least one of a designated point, area and volume, at least one receiver, operable to decode the successive information units, coupled to a memory for storing a location selection code, identifying at least one of a selected point, area and volume, wherein the receiver comprises an input means coupled to the memory for loading said location selection code, whereby the location selection code is changeable, means for comparing the location selection code and the location designation code, and for identifying an overlap, and means for processing selected ones of the information units as a function of said overlap. --.

IN THE CLAIMS:

1(amended). A system for broadcasting and receiving location specific data comprising a transmitter operable to transmit a succession of information segments containing information of potential interest to subsets of users of the general broadcast system, said transmitter being operable to broadcast generally said information segments;

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means for inserting a variable location designation code into at least one of said information segments, whereby the information segments may be associated with at least one of a designated point, area and volume to which the variable location designation code relates;

at least one receiver, operable to decode the successive information segments [units] including the location designation codes thereof, the receiver being coupled to a memory for storing a variable location selection code, identifying at least one of a selected point, area and volume that may overlap said at least one designated point, area and volume for respective said information segments;

wherein the receiver comprises an input means coupled to the memory for loading said location selection code, whereby the location selection code is changeable, means for comparing the location selection code loaded in the memory to [and] the location designation code decoded from the successive information segments, and for identifying an overlap, and means for processing selected ones of the information <sup>segments</sup> ~~units~~ as a function of said overlap.

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